

### **REMARKS/ARGUMENTS**

The Applicant thanks the Examiner for the Official Action dated September 5, 2007. In response to the issues raised, we offer the following submissions and amendments.

#### **Amendments**

Claim 1 has been amended to clarify that the printhead assembly of the present invention is supplied by electrical conductors that extend transverse to the media feed direction. This is shown the preferred embodiment (see Figure 29 and 30).

Accordingly, the amendments do not add any new matter.

#### ***Claims – 35USC§102***

Claim 1 stands rejected for lack of novelty in light of US 6,843,552 to McElfresh et.al.

Claim 1 clearly requires the first and second groups of conductors to be connected to each other at a region intermediate the ends of the printhead assembly. In the McElfresh arrangement there is clearly no connection between the conductors 74 and 74'.

Accordingly, the McElfresh disclosure does not anticipate the present invention.

#### ***Claims – 35USC§103***

Claims 1 to 5 stand rejected as obvious in light of US 6,612,240 to Silverbrook et al in view of US 6,843,552 to McElfresh et.al. The Applicant disagrees.

In Silverbrook, the modules 104.2 and 106.1 each have a single printhead IC (see col.5, lines 48 to 52). Furthermore, the printhead IC 112 on each module is connected in parallel to two power supplies. The power and data are received at the USB circuit board 98 and fed to the connector 124 at the left end of the PCB 108 and then to the PCB 110 via the serial cable 122 (see col. 5, lines 34 to 36).

Similarly, McElfresh does not teach a printhead assembly with printhead ICs supplied with power from two groups of conductors connected to separate sources of power. The contacts 68 and 68' are both connected to the (same) electronic controller 20 (see col. 6, lines 22 to 33).

Neither of the cited references show a printhead assembly with conductors extending transverse to the media direction and supplying power to the printhead ICs in parallel.

Likewise, claims 2 to 5 are also novel and inventive by virtue of their dependence (directly or indirectly) from claim 1.

## Conclusion

The Applicant respectfully submits that the claim rejection has been successfully traversed. Accordingly favorable reconsideration and allowance of the application is courteously solicited.

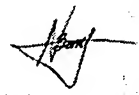
Very respectfully,

Applicant/s:



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